

Digital Media Campaign Evaluation Tool

This Digital Media Campaign Evaluation Form is designed to help understand how effectively your digital media campaigns are reaching and engaging your target audience.

We value your growth and thank you for taking the time to complete this form.

Company Name: _____

Contact Person: _____

Campaign Start Date: _____ Evaluation Timeframe: _____

1. Website Performance KPIs:

- Unique Visitors: _____
- Visitor Retention Rate: _____
- Time On Site: _____
- Bounce Rate: _____
- Conversion Rate: _____

2. Social Media KPIs:

- Followers/Fans: _____
- Engagement Rate: _____
- Reach: _____
- Click-through Rate: _____
- Shares: _____
- Mentions: _____

3. Email Marketing KPIs:

- Open Rate: _____
- Click-through Rate: _____
- Conversion Rate: _____
- Bounce Rate: _____
- Forward Rate: _____
- Unsubscribe Rate: _____